

1994 Name Generation Results
Responses/Responders

Response Type	Description	Bar Nights	Vans	Racing Events	Community Events	Resorts	Total
Gross Surveys Rec'd*	Estimated surveys rec'd in P.O. box (includes duplicates)*	900,025	2,513,498	237,000	143,038	129,219	3,922,780
Illegible Surveys (not sent to Database)	Blanks, incomplete (no N & A), illegible, non-smoker, profane, foreign address	68,611	26,534	986	941	10,964	108,036
Keyed Surveys*	Keyed surveys loaded to the DB (includes duplicates)*	878,046	2,511,948	238,111	141,624	118,168	3,887,897
Total Surveys on DB	Excludes undeliverables, bad address screamers, deceased, etc. Includes duplicates	798,959	2,192,243	207,817	130,394	112,431	3,441,844
Net Actionable Surveys or Gross Responders	Unduplicated surveys (equivalent to responders). Mailable names (have complete address) but include unqualifieds (names w/o sig. or DOB)	644,640	1,848,589	160,680	106,052	88,732	2,848,693
Net Qualified Responders	Mailable names who have sig. and DOB	574,070	1,845,210	158,723	103,438	82,351	2,763,792
Net Qualified Marlboro Responders	Mailable Marlboro names who have sig. and DOB	370,708	1,403,997	104,971	64,154	60,514	2,004,344
Net Qualified Competitive Responders	# unduplicated comp. responders (all brands)	138,189	267,773	33,804	22,191	14,571	476,528
Net Qualified YAS Responders	# unduplicated YAS (21-24) responders	125,114	294,187	27,448	15,958	22,852	485,559
Net Qualified New Names	# unduplicated responders who are names new to the DB from this program	367,906	949,605	85,811	58,784	48,003	1,510,109
Net Qualified New Marlboro Names	# unduplicated new Marlboro responders who are names new to the DB from this program	235,941	700,429	53,311	35,990	34,060	1,059,731
Net Qualified New Competitive Names	# unduplicated new competitive responders who are names new to the DB from this program	91,363	154,042	19,836	11,911	9,324	286,476
Net Qualified New YAS Names	# unduplicated new Marlboro YAS responders who are names new to the DB from this program	96,117	200,934	18,957	11,328	17,662	344,998
Total ONHH	ONHH - Qual. + Unqual.	131,104	549,983	31,245	25,236	20,641	758,209
Total Qualified ONHH	Mailed Names Who Have Sig. & DOB	56,355	282,906	16,638	12,079	9,700	377,678
Net New Qualified ONHH	Qualified Names new to DB	14,618	55,244	2,416	2,419	2,279	76,976
Net Existing ONHH	Qualified Names Already Existing on DB	41,737	227,662	14,222	9,660	7,421	300,702
Total Unqualified ONHH	Non Mailable Names Who Need to be Qual.	74,749	267,077	14,607	13,157	10,941	380,531
Net New Unqual. ONHH	Unqual. Names New to DB	70,154	244,650	13,102	12,192	10,106	350,204
Net Existing Unqual. ONHH	Unqual. Names Already Existing on DB	4,595	22,427	1,505	965	835	30,327

Note: Duplication will occur between each name gen program.

*Keyed surveys is an actual count while Gross Surveys Rec'd is an estimate.

2/24/95

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